- WIC confab fires 'Cable in Context' opinions
- NFL files legal bomb against NFLPA and TBS
- Fiscal conditions fail to dampen suppliers' spirits
- Standby power termed a must for CATV systems

CableVision

The news and features weekly of the cable television industry October 18, 1982 $3.00

C8920-2

Mass Media Bureau

CVFV20014CDN452 053082/1
SUSAN GARNER ACQ EDT
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
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Cable and broadcast under one FCC roof

Job hunting in cable: Sorting out the resumés

CableVision

October 18, 1982. Volume 8, Number 7

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Full blitz

The NFL has filed legal action against the NFL Players Association and Turner Broadcasting System in an attempt to block the Players All-star Season. **Leading the week, pages 13-20.**

Summit talks

Top officials of the NCTA and the National League of Cities held talks about legislative issues. The two sides agreed to exchange position papers and meet again. **Leading the week, pages 13-20.**

ESPN adjustments

ESPN, the all-sports network that is one of cable's largest programmers—but still losing money—is likely to drop its "network compensation" plan and is considering instituting a per-subscriber charge. Executives also are talking about turning the service into a pay vehicle. **Leading the week, pages 13-20.**

Oak entry delayed

Oak Industries announced it has delayed plans for a direct broadcast satellite network because of financial and technological difficulties. **Leading the week, pages 13-20.**

'Cable in Context'

The first annual Women In Cable conference found members of the University of Pennsylvania faculty at odds with executives from the cable industry over the effect of new technology. **Leading the week, pages 13-20.**

Addressable contract

Tele-Communications Inc., with the help of Home Box Office, has signed what is believed to be largest addressable equipment deal in cable history with Jerrold. **Leading the week, pages 13-20.**

CEN unleashed

Campus Entertainment Network will live its "pipe dream" this month when it launches its first effort Oct. 30, with the second presentation scheduled for Nov. 5. **Page 25.**

Finding gold

In cable marketing, the nature of television households can and does reveal potential gold mines to the resourceful cable executive. **Page 41.**

ESPN push

ESPN has launched a nearly $3 million fourth quarter consumer advertising campaign displaying the theme "Where the Cheering Never Stops." **Page 50.**

Special report

CableVision took a close look at the supplier/distributor side of the industry and found mostly happy executives. Despite the hard economics reflected in today's society, those firms are enjoying continued growth. **Page 75.**

Tax changes

Roger Baer has provided *CableVision* with a comprehensive report on the recent major tax changes and how those changes affect individual taxpayers. **Page 85.**

Palo Alto direction

Federal deregulation possibilities have spurred city officials here to lean toward owning its cable system. **Page 89.**

Standby power

One of the most important elements in cable system equipment is the standby power supply. *CableVision* offers a special report on the topic that too many times is overlooked. **Page 93.**

About the cover

Associate Editor Craig Leddy took this week's cover photograph of the Mass Media Bureau's Jeff Baumann, deputy chief; Bill Johnson, deputy chief; and Larry Harris, bureau chief. Story on **page 91**.

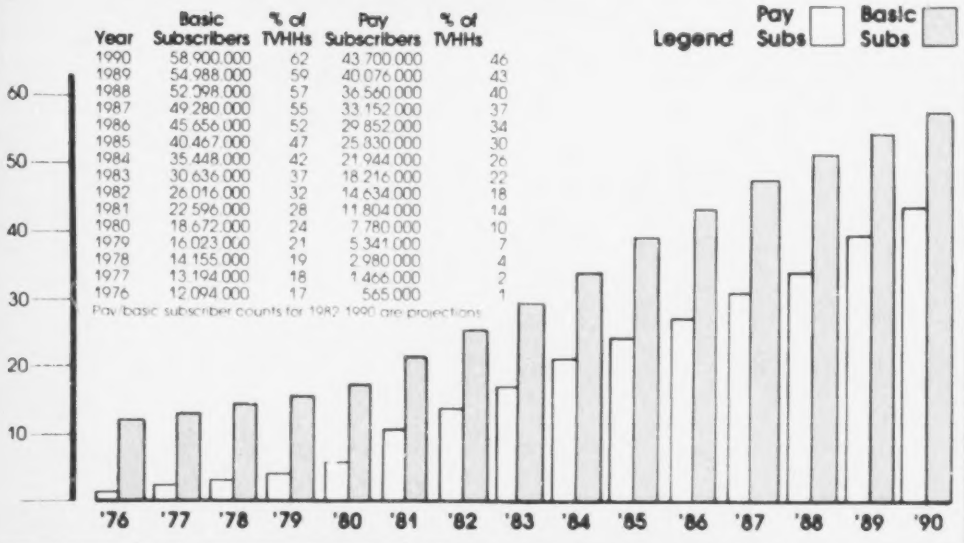
This week in PLUS

Jean Grillo takes a look inside the heads of the cable industry headhunters to find out who is qualified for a top job in cable today. The consensus? Someone who held an elected office, maybe ran an airline or fast-food franchise and sold dishwashing detergent or soda pop. It doesn't hurt to have a few gray hairs, either. You don't even have to know what the heck cable is. Trygve Myhren, who came to ATC from *Psychology Today*, didn't... Also inside is a report on the state-of-the-art in scrambling satellite signals—the ultimate piracy deterrent... Los Angeles Bureau Chief Eric Taub defines high-definition TV and how it may shape TV viewing in the future. **Pages 51-74.**

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,060	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982.

Franchising calendar

This chart examines the franchise status of communities during the third quarter of 1982. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Alabama
Tarrant City—renewed franchise award to Alabama Cable TV (which was recently purchased by ATC) 8/82.

California
Beaumont—award to Field Cablevision 8/82 (3,200 homes).
Bellflower—award not expected until December.
Davis—Davis Cable Cooperative to submit proposal by 10/29/82.
East San Fernando Valley—DOT recommended top-ranked Valley Cable; award expected 1/83.
East Yolo—developing RFP; expect to issue by 12/82.
El Monte—final agreement signed with Group W 9/14/82.
Hacienda Heights, West Whittier, Bassett, Valinda, Whittier Narrows—award to United Cable Television Corp.
Hawaiian Gardens—franchise refused to Cable West; schedule for new bid proposals indefinite.
Hawthorne—awarded to Group W.
Harbor City, Wilmington, San Pedro—award to Colony/Harbor Cablevision (27,000 homes).
Lakewood—Tribune Co. selected by city council; final award expected by 11/82 (26,000 homes).
Lomita—recommendation expected 11/82.
Los Alamitos—awarded to California Cable Systems 5/10/82.
Los Altos—feasibility study under way; report due 11/82.
Los Angeles, South Central Region—pending.
Palo Alto—city council voted to allow private companies to bid on franchise; RFP expected 11/82 (22,000 homes).
Pico Rivera—California Cablevision contesting referendum denying them franchise.
Sacramento—award to United-Tribune Cable 9/27/82 (306,000 homes).
San Buenaventura—beginning to study feasibility.
San Fernando—city council selected Valley Cable to negotiate franchise 6/21/82.
Signal Hill—franchise transferred to Long Beach Cablevision Co. (Times Mirror/Knight-Ridder).
South Monrovia—two bidders: Group W, Falcon Cable (5,000 home.).
South Whittier—award expected 10/82 (1,700 homes).
Sunnyvale—city council opened bidding for refranchising to all interested companies; franchise currently held by Sunnyvale Cable TV.
Tulare—award to Scripps-Howard (80%) and Mickelson Media (20%).

Colorado
Denver—award to Mile Hi Cablevision.
Greenwood Village—Mountain States Video selected in public referendum 7/13/82 (1,600 homes).
Northglenn—American Television and Communications sole bidder 9/82.
Platteville—three applicants; award expected 11/82.
Wheat Ridge—voters approved franchise award to ATC 8/23.

Connecticut
Windham, Lebanon, Scotland, et al (cable area 13)—applications being submitted to PUC.
Vernon Consortium (cable area 12)—award awaits decision by PUC.

District of Columbia
District council approved cable bills; RFP to be released spring 1983.

Florida
Pinellas County—award to Vision Cable of Pinellas Inc. (10,000 homes).
Plantation—award to Planned Cable Systems Co. for western area of city.
Tampa—Tribune Cable Co. recommended; decision expected 10/82 (114,000 homes).

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—county negotiating with Centel.
Alsip—nonexclusive franchise awarded to Multimedia Cablevision Inc. 9/82.
Bensenville—final negotiations with Continental in progress.
Chicago—Continental Cablevision, Cablevision Systems, Group W Cable, TCI/Cross Country, Satellite Cable Communications, Communications and Cable submitted bids for the five franchise areas.
Countryside—negotiating with Cablevision of Chicago.
Downer's Grove, Darien, Woodridge, Lisle (unic. DuPage County areas)—county negotiating with Cablevision of Chicago.
Elmwood Park—pending, no award date set.
Glen Ellyn (unic. DuPage County areas)—county negotiating with Group W Cable.
Glenview—franchise agreement reached with Cablenet Inc.
Harwood Heights—award expected 10/82.
LaGrange, LaGrange Park, Indian Head Park, Riverside—final negotiations with Centel in progress; agreement expected 10/82.
Lincolnwood—final negotiations under way with Cablevision of Chicago.
Lombard, Oakbrook Terrace, Elmhurst (unic. DuPage County areas)—county negotiating with Continental.
Morton Grove—award to Continental Cablevision.
Naperville—two proposals under consideration; final draft proposals due 11/19/82; award expected 12/16/82.
Northbrook—negotiating with Cablenet Inc.
Richton Park—award to Centel; 3,500 homes.
Riverdale—village board awarded Continental a 15-year franchise.
South Holland—RFP issued; proposals due 10/22/82.
Wentzville—surveying residents' interest in cable.
Westmont—advisory committee recommendation due 10/14/82; three finalists: Centel, Continental Cablevision and Multimedia. Award expected 11/11/82.
Winnetka—considering municipally operated system.
Wood Dale, Itasca, Bloomingdale, Rosell, Carol Stream (unic. DuPage County areas)—consortium gave final approval of franchise agreement with MetroVision 8/2/82 (27,000 homes); ratification by individual boards expected 10/82.

Indiana
Elmora—award to Quality CATV.
Gaston—award to Quality CATV.
Grant County—award to Quality CATV.
Hebron—drafted new ordinance; five applicants.
Indianapolis—recommendations to city/county council expected by 10/82 on whether additional franchises should be awarded to compete with two existing systems.
Lyons—award to Quality CATV.
Munster—negotiations under way with US Cable; agreement expected by 10/82.
Roachdale—award to Quality CATV.

Maryland
Baltimore—RFP issued 7/21/82; proposals due 11/17/82; tentative award date 2/9/82.
Montgomery County—award expected 10/15/82; three top applicants are Montgomery Cable Communications-Times Mirror, Tribune-United and Viacom.

Massachusetts
Abington—pending.
Acton—awarded to Adams-Russell 9/82 (6,400 homes).
Ayer—pending.
Bedford—award to Adams-Russell (3,813 homes).
Bourne—pending.
Braintree—awarded to Adams-Russell 9/20/82 (11,700 homes).
Bridgewater—pending.
Cohasset—pending.
Danvers—award to Rollins Cablevision of Massachusetts.
Dedham—awarded to Bay Cable Affiliates 5/82.
Hingham—pending.
Holbrook—pending.
Hollston—pending.
Hopedale—awarded to South Massachusetts Cable (Alda Group) 7/19/82.
Hull—award expected 12/8/82.
Lancaster—award pending.
Martha's Vineyard—award to Dukes County Cable TV.
Medway—awarded to Cablevision Industries 6/7/82.
Merrimac—pending.

Cable stats

Nahant—pending.
Needham—awarded to Continental 7/82 (8,000 homes).
Northborough—pending.
Norwell—award expected 2/83.
Rockland—award expected 12/82.
Scituate—awarded to American Cablesystems 9/82.
Shrewsbury—award to Shrewsbury Electric Light Plant (9,000 homes).
Stoughton—pending.
Walpole—pending.
Waltham—pending.
Wellesley—pending.
Westborough—pending.
West Newbury—awarded to American Cablesystems (1,000 homes).
Whitman—pending (3,500 homes).

Michigan
Detroit—RFP issued; proposals due 12/10/82; 471,000 homes.
Marquette—award expected by 10/15/82.
Romeo—award expected by 11/1/82.

Minnesota
Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—working on RFP (6,000 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—RFP issued; no bids received; expect to reissue RFP by 12/82.
Burnsville—drafting RFP in conjunction with Eagan; expect to issue 10/82.
Chanhassen—assessment not yet complete (2,285 homes).
Deephaven, Excelsior, Greenwood, Sherwood, Tonka Bay, Victoria, Woodland—assessment not yet complete (5,467 homes).
Eagan—see Burnsville.
Forest Lake, New Scandia, Columbia—sole bid submitted by Combined Cable; decision expected by 11/82.
Hastings, Marshan—preliminary approval to Hastings Cable TV (Telephone and Data Systems Inc.).
Kasson—award to Group W.
Marshan—preliminary approval to Hastings Cable TV.
Minneapolis—Rogers/Storer arrangement approved and in final negotiations.
Minnetrista, Spring Park, St. Bonifacius—working on needs assessment.
Mound—issued RFP 8/30/83 (3,600 homes).
Northfield City and Township—awarded to Zylstra/United (50/50); awaiting city council action.
Olivia—award to North America Communications Corp.
Owatonna—pending.
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti, Townships, Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—negotiating with Combined Cable (sole bidder); decision expected 11/82.
Prior Lake—RFP issued 9/13/82; proposals due 11/29/82.
Ramsey/Washington County—Group W Cable was sole bidder 7/82.
St. Paul—RFP expected 11/82.
Savage—assessment not yet complete (1,272 homes).
Shakopee—awarded to Zylstra/United (50/50) 9/10/82.
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—issued RFP; proposals due 12/82.
Wayzata—issued RFP; 1,800 homes.
West St. Paul (North Dakota County Cable Service Territory)—preparing RFP (31,000 homes).
Windom—beginning to study feasibility (1,600 homes).

Missouri
Arnold—US Cable franchise agreement pending; city considering non-exclusive franchises.
Herculaneum—award to U.S. Cable.
Pevely—award to U.S. Cable.
St. Louis—Meibar Corp. (owned 80% by TCI) recommended to board of alderman for final approval 8/12/82.
Vandalia—city reviewing proposals; award date indefinite.

New Hampshire
Hampstead—tentative award to Commonwealth Cable; negotiations being finalized.
Kingston—six proposals submitted; award expected 11/3/82.
Londonderry—awarded to Harron Communications 8/82.
Plaistow—award expected 10/18/82.

New Jersey
Jersey City—new RFP to be issued pending lifting of court-ordered stay.
Paterson—PUC decision expected by 10/31/82.
Princeton—franchise award to Home Link (Dow Jones) approved by PUC 9/82.
Upper Deerfield, Cumberland City—three applications received: Clover Cable Television, Cumberland County Cable and Group W/Cablentertainment. Award expected 10/28/82.

New York
Harrison—award to Adams-Russell.
New York City—borough negotiations still in progress.
Union Springs, Aurora, Aurelius, Cayuga County, Ledyard, Springport—award to Cablevision Industries.

North Carolina
Bethel, Robersonville—accepting bids; award expected 11/82.
Davie County—portion of county awarded to Summit Cable Inc. 6/82; two proposals submitted for remaining portion of county; award expected 12/82.

Ohio
Bentleyville—award to Matrix Enterprises Inc.
Brecksville—city council awarded franchise to Complexicable (126 homes).
Brooklyn—municipal ownership under consideration; no timetable set for decision.
Cleveland—pending.
Garfield Heights—RFP to be issued by 11/82 (12,000 homes).
Middleburg Heights—process halted pending settlement of legal challenges and lifting of court-ordered stay.
Moreland Hills—award to Viacom.
Newtown—award to Warner Amex 6/82.
Whitehouse—award to Community Cable TV Inc.

Oregon
McMinnville—negotiating with Liberty Communications Inc.; award expected by 11/1/82.
Milwaukie—pending.
Sylvan, West Hills, Dunthrope—task force formed to prepare RFP; review bids, recommendations expected by 2/1/83.

Pennsylvania
Philadelphia—RFP issued; proposals due 12/22/82 (135,000 homes in each of four franchise areas).

Rhode Island
Newport, Middletown, Portsmouth, Tiverton, Little Compton (Area 7)—all action suspended due to pending lawsuit.

Texas
Azle—pending.
Plano—RFP issued; proposals due 10/15/82.
Richardson—proposals due 10/18/82.

Virginia
Dinwiddie County—RFP issued; no proposals received.
Fairfax County—award to Media General Inc. 7/25/82 (200,000 homes).
Goochland County—sole proposal rejected; no new proposals received.
York County—award to Continental Cablevision.

Washington
Granger, Toppenish, Wapato, Zillah—reviewing proposal of McCaw Communications; award expected by 10/15/82.
Seattle, Central district—committee voted 5-0 to recommend Seattle Community Cablevision to full council; award expected 10/11/82.

Wisconsin
Hales Corner—city board approved ownership transfer (50%) from ATC to Viacom 8/10/82.
Kenosha—two applications received: U.S. Cable and Total TV. Award expected 12/82.
Milwaukee—final franchise agreement with Warner Amex under negotiation.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan-OP; four unwired boroughs-FP
2	Los Angeles	City is divided into 14 areas (A-N); 10-OP, 2-FG, 2-FP
3	Chicago	City is divided into five areas; FP
4	Philadelphia	City is divided into N,S,E,W, S-OP; other three FP
5	San Francisco	OP (system to be upgraded)
6	Boston	FG
7	Detroit	BP
8	Washington, D.C.	LNA
9	Cleveland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Pittsburgh	OP
12	Houston	OP
13	Minneapolis/St. Paul	FG/BP
14	St. Louis	FP
15	Seattle/Tacoma	City is divided into five parts (3 OP/1 FP/1 BP); Tacoma-OP
16	Atlanta	OP
17	Miami	FG
18	Tampa/St. Petersburg	FP/OP
19	Baltimore	BP
20	Denver	FG
21	Indianapolis	Two systems-OP
22	Sacramento/Stockton	FG/OP
23	San Diego	OP
24	Portland	Three systems-OP
25	Kansas City	OP
26	Hartford/New Haven	Two systems-OP
27	Cincinnati	OP
28	Milwaukee	FG
29	Buffalo	OP
30	Nashville	OP
31	Phoenix	OP
32	Columbus	Four systems-OP
33	Providence/New Bedford	LNA/OP
34	Memphis	OP
35	Charlotte	OP
36	New Orleans	OP
37	Greenville/Asheville/Spartanburg	Three systems-OP
38	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
39	Oklahoma City	OP
40	Orlando/Daytona Beach	Two systems-OP
41	Raleigh/Durham	Two systems-OP
42	Louisville	Two systems-OP
43	Charleston/Huntington	Two systems-OP
44	Birmingham	OP
45	Salt Lake City	OP
46	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Wilkes Barre/Scranton	Two systems-OP
49	Albany/Schenectady/Troy	Three systems-OP
50	Dayton	OP

Legend
OP—operational. FP—franchise pending.
FG—franchise granted. BP—beginning process.
LNA—little or no action.